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Bill's Gladiolus Farm

CANANDAIGUA

NEW YORK



nineteen hundred and twenty-four

HOW TO ORDER BY MAIL

Please use the Order Sheet enclosed with this Catalogue. Write your name and complete address plainly.

ORDER EARLY

Orders are booked in rotation as received. If a variety ordered is sold out we will substitute another similar variety of equal or higher value or return the amount to you. Please indicate by "yes" or "no" on order sheet in proper space, whether we may make substitution. Our stock of some varieties is limited and the first orders will get them.

TERMS

Remittance must accompany all orders as prices are based on cash with order. All goods will be sent prepaid; no charge for packing.

TRADE DISCOUNTS.

Special discounts will be quoted to commercial growers, florists and nurserymen when application is made on printed stationery or business card enclosed.

GUARANTEE

We guarantee all stock to be true to name and to be vigorous flowering size. We cannot guarantee results as the conditions under which they are planted is a matter beyond our control. However, full cultural directions will be included with every shipment.

TIME OF SHIPMENT

We begin to make shipments about March 1st or as soon thereafter as the weather will permit.

DESCRIPTIONS

All descriptions are as accurate as we are able to write them. The description of practically all of "BILL'S ORIGINATIONS" are based on Ridgeway's Standard Color Chart.

BANK REFERENCE

If you should care to do so we invite you to refer to: The Canandaigua National Bank, or Ontario County Trust Co., both of Canandaigua, N. Y.

OFFICERS OF THE COMPANY

President, Wm. H. Purple

Vice-President, Geo. E. Purple.

Secretary, E. A. Purple

Treasurer, Fred R. Purple.

Make all Checks and Money Orders payable to—

BILL'S GLAD FARMS INC.,

GLADIOLUS BILL, Mgr.

Canandaigua, New York.



BREAK O' DAY

The above cut will give some idea of the size and beauty of this variety. It is really one of the very finest Glads we have ever seen. Massive spikes with several flowers opening at a time. Blooming extra early, its soft LaFrance pink flowers will always be marketable at high prices. The pink is flushed over a cream ground and the shade is deeper at tips of petals. There is a zone of martius yellow on lower petals with delicate central lines of Brazil red. The most striking extra early variety ever produced.

PLANT A GLAD

If you're to have a garden, large or small,
And you're wondering what to plant therein of all
The flowers, bright and gay, that cheer us every day,
You'll sure make no mistake, if my advice you'll take
And plant a Glad.

Has she virtues? Yes, they're very, very many,
And her faults are insignificant, if any,
She's "The Princess of the Garden," and there's no
one in her class
Makes such a gorgeous showing, taken singly, or en
masse;
So, if you are in doubt, just what flower to set out,
Plant a Glad.

B. A. T.

THE MODERN GLAD

Somehow I like the increasing practice of calling them Glads. First, because it avoids the old arguments as to the proper pronunciation of Gladiolus. Then I like it because they are just Glad messengers. In sorrow, in adversity, in health and prosperity they carry their message of sympathy, love and fellowship to our friends. In sunshine and shower they lend their wonderful charm to our gardens. Whether petted and caressed or misused and neglected they still lift their heads to cheer us.

One hot day I cut a stalk that was not particularly good and cast it on the ground. There it lay in the boiling sun all day, a limp wilted flower. Next morning as I passed on the inspection tour, it smiled up at me with two bright open perfect flowers fresh with dew. Who could resist placing it in fresh water?

Thousands of people who have lost dear ones, turn to the growing of Glads as a means of consolation. What was a deep grief changes to a sort of pleasant reverie and the Glad becomes a medium of happiness.

EXCELS AS CUT FLOWER

The Glad is perhaps the most satisfactory cut flower we have today. If cut when the first bud is unfolding they can be shipped long distances without moisture and when placed in water will last for ten days, or more. We have made parcel post shipments to Florida, arriving the third day, and they lasted a week with proper care. For house decoration, weddings, social functions they are supreme in their season.

SMALL GARDENS AND ESTATES

For the home garden they may be allowed to bloom out to the very tips without cutting, then remove the bloom stalks and the foliage is an attractive green. No dead or yellow plants to be removed from the garden to prevent it from becoming unsightly.

For the large estate where color effects are required by the landscape artist, there is nothing superior. As yet it is not fully realized by many that certain varieties which we are pleased to recommend in a list on page 13 are particularly desirable for landscape work. They have an extended blooming period and are of stocky growth which prevents the necessity of providing supports to hold them erect.

PRIMULINUS HYBRIDS

The old fashioned Glad was a stiff, close set straight spike of flowers without grace. The introduction of the wild Primulinus to produce hybrids has given us a race of graceful, wiry stemmed flowers with many soft, delicate shades. These are becoming more popular each year.

RUFFLED VARIETIES

Just as the Sweet Pea came to have ruffled petals, so the Glads of today in many cases have ruffled or frilled petals, adding much to their charm. We are also able to offer one variety with notched or serrated petals.

NOVELTIES

Many new types as to style of flower and habit of growth are being developed. The real "Glad Fan" wants something new. He (or she) can hardly wait till morning to go out and see what Opalescent or Vanity is going to look like. Then he wants to call in his neighbor Frank to see it. He waits impatiently for Frank to appear and then "Say! Come over here. Something to show you!" Frank climbs over the fence and he cautiously leads him around to where the new beauty is located. With his face beaming with pleasure and satisfaction, he points it out with, "Did you ever see anything like that?" Frank never did but vows he will have one like it or better next year. The Glad Fan goes to his work better prepared to meet his tasks of the day.

At your service,

GLADIOLUS BILL.



FOR several years the undersigned was simply a back yard "Glad Fan." During that period all the very finest new varieties were tried out and hundreds cast aside as not being worthy of a place in my garden. This small beginning, with proper care, increased so rapidly that late in 1918 I decided to make it a commercial proposition and gave up a very desirable position to do so.

The call of the great outdoors and work among the beauties of nature seemed preferable to an indoor occupation regardless of the resulting monetary remuneration. From a beginning of one-half acre in 1919 my plantings constantly increased to five acres last spring and hundreds of pleased customers are added to my list each year.

Then it dawned on me that I had neither facilities nor capital to properly care for a five-acre crop. The immediate result was that my father deserted an office position to come into the great outdoors with me. Added capital was secured and the business incorporated under the name "BILL'S GLAD FARMS INC." A farm of 78 acres with ideal location and soil was purchased and a modern bulb storage house erected.

My efforts at breeding new varieties, based primarily on the latest proven laws concerning heredity, have produced wonderful results and "BILL'S ORIGINALS" are the very last word in modern Gladioli.

We are now equipped to handle all orders in a business like systematic way and I bespeak for our organization, which is under my personal direction, the good will and kind patronage of old and new customers.

Yours cordially,
GLADIOLUS BILL.

BILL'S ORIGINATIONS

In nature, through the ages, forms of plant and animal life have developed through natural agencies and the survival of the fittest. Today with the knowledge of recent discoveries as to the laws of heredity, man is able to expedite and hasten the production of new forms and types in both the animal and vegetable kingdom.

The successful breeder must first have a definite ideal which he is striving to attain. Then he must be perfectly familiar with the agencies with which he is working in order to be able to select the proper individuals for parents. With a definite ideal and an understanding of the laws of heredity, as applied to the work at hand, he may be reasonably sure of at least approaching his ideal. Unfortunately our garden varieties of Gladioli are so hybrid in character, due to mixed ancestry, that many tests are necessary to discover their hereditary traits, requiring much time and patience.

The practice of gathering seeds at random, excepting in rare cases, cannot compare with our method of parental selection and inbreeding of the offspring to secure marked improvement.

This list includes many innovations, both as to color and style. We have hundreds of others under test to offer in succeeding years.

At the American Gladiolus Society Annual Show in Rochester, N. Y. we captured three Silver Cups and three other first prizes with **Bill's Originations**.

We have listed the varieties in color classes. In addition to our own productions we have included in the list the best and most popular moderate priced varieties now on the market. In nearly every instance we show the name of the originator in parenthesis following the name of the variety. Varieties that are strictly of the primulinus type with soft tones and wiry graceful stems, are indicated by the word (Prim.)

WHITE VARIETIES

	PRICES—Each Three Doz.				PRICES—Each Three Doz.		
PEACE—(Groff). Very tall, strong, late white with feather of lilac	\$.10	\$.25	\$ 1.00	riety. Heavy spikes of large white flowers with Iris blue lines in the throat.....	.25	.65	2.50
HYDRA — (Bill's Origination) Tall, straight spikes of pure white with distinct throat blotches of Rhodamine purple. Many flowers open at a time. Excellent for florist trade. (Per 100, \$10.00)....	.15	.40	1.50	PURITY PRIM—(Bill's Origination) (Prim). A tall straight willowy spike of pure wax white flowers with a slight yellow tinge deep in the center. Several dainty, delicate flowers open at a time. Fine for cutting with long stems50	1.25	5.00
LUCETTE — (Bill's Origination). A fine new white that has a future. Strong, prolific, rapid propagator. Flowers are ivory white with lines of faint laelia pink.....	.20	.50	2.00	SNOW BLOSSOM — (Bill's Origination). Pure white, good strong grower that will become a standard commercial white. Not over three to a customer this season.....	1.00	2.50	
WHITE GLORY — (Kunderd) (Ruffled). A ruffled white va-							

CREAM VARIETIES

LOVELINESS. Massive spikes of very large creamy flowers15	.40	1.50	white with handsome heavy spikes showing many flowers open at once. Admired by everyone. (Per 100, \$20.00)..	.35	.90	3.50
AIRY FAIRIES—(Bill's Originations) (Prims). Just that! Airy Fairies! there are two of them. A cream one and a pink one. Exceedingly graceful and dainty primulinus hybrids20	.50	2.00	CITRONELLA — (Bill's Origination). Nicely ruffled cream flowers with pinard yellow throat and distinct central lines of tyrian rose. Large flowers, and several open at a time. One of those airy graceful varieties so useful for house decoration.....	.50	1.25	5.00
LITTLE BILL—(Bill's Origination) (Prim). "Little, but Oh, My!" Just the daintiest little prim you ever saw. Perfect open type, slender stem, with soft creamy florets. Wonderful for use in a rose bud vase.....	.20	.50	2.00	SIBYL — (Bill's Origination) Beautiful large cream flowers with tips of petals flaked mallow pink. Strong grower and many flowers open at a time. Florists bought every flower the past season. (Per 100, \$35.00)50	1.25	5.00
MARY PICKFORD — (Kunderd). Wonderful creamy							

CREAM VARIETIES—Continued.

PRICES—Each Three Doz.

PRICES—Each Three Doz.

MILADY—(Bill's Origination) (Ruffled). Extra tall, strong ruffled variety of creamy white. Naples yellow throat with heavy Amaranth purple feather. Very strong, prolific grower and usually branched. Excellent as a cut flower. (Per 100, \$50.00).... .75 2.00 7.50

distinct feather of Amaranth. Extra strong, ruffled, well open and petals reflexed at the tips 2.00 5.00

GALAXY—(Bill's Origination) (Ruffled). Large ruffled cream flowers flushed with pale lavender violet. The throat is Naples yellow with

BETTY JOY—(Bill's Origination). Named for the ruler of our household. Now just two years old. Exhibited at Rochester A. G. S. Show and received honorable mention. Soft creamy white with just a faint flush of pink. Not over three to a customer.... 2.00 5.00

LIGHT YELLOW VARIETIES

SCHWABEN. Strong grower with heavy spikes of yellow flowers. (Per 100, \$5.00)..... .10 .25 1.00

feather on lower petals. Strong, straight, hooded and winged35 .90 3.50

HONEY BOY—(Bill's Origination) (Prim) Neat tall spikes of Naphthalene Yellow flowers. Good size and substances. .20 .50 2.00

STARLIGHT—(Bill's Origination). Early, extra strong Primulinus hybrid. Wonderful strong spikes of ruffled cream flowers with radiant lines of pomegranite on wax yellow throat. Extra prolific, often giving three and four stalks from one bulb. Extremely popular at Ontario Gladiolus Show.... 1.00 2.50 10.00

RITA—(Kunderd) (Ruffled). A tall, fine ruffled light yellow with throat marking of red. You will surely want this one. (Per 100, \$18.00)..... .25 .65 2.00

FLORIENT—(Bill's Origination) (Prim). Clear Primrose Yellow with scarlet feather. Extra tall and straight..... .25 .65 2.50

PICCADILLY (Bill's Origination). Pure cream yellow with Amber Yellow throat. Wonderful strong spikes with many large flowers open at a time. This is one of the finest we have to offer..... 1.00 2.50 10.00

LEMON KING—(Bill's Origination) (Prim). Pure lemon yellow. Very tall with many blooms open at a time. Local florists took all blooms last season. Excellent for cutting. (Per 100, \$25.00)..... .35 .90 3.50

VICTOR—(Bill's Origination) (Ruffled). One of the largest ruffled varieties. A beautiful cream yellow with heavy ruby central lines. Tall, vigorous and extra fine. Exhibition variety 2.00 5.00

MELODY—(Bill's Origination) (Prim). Barium yellow with garnet line and carmine

DEEP YELLOW VARIETIES

VON SION (Bill's Origination) (Prim). A pure deep yellow with bronze throat lines. Color similar to Von Sion narcissus. Slight frill on petals.25 .65 2.50

REVUE—(Bill's Origination) (Prim). Martius yellow shaded to delicate Eosine pink at tips of petals. Very large dainty flowers well placed on tall straight spikes. Graceful and beautiful with reflexed petals slightly frilled. Much admired at Canadian Shows the past summer.... .50 1.25 5.00

FLORA. Beautiful new large variety of Canary Yellow... .35 .90 3.50

GOLDEN GLORY—(Kunderd) (Ruffled). A deep golden yellow ruffled variety. Strong and tall.35 .90 3.50

CLEOPATRA—(Bill's Origination) (Ruffled). Very deep yellow. Large massive spikes. Heavy substance. Ruffled. Created a sensation at Rochester Exposition 2.00 5.00 20.00

GOLD DROP—(Kunderd) (Ruffled Prim). Extra large pure yellow with beautiful red line on lower petals. Ruffled and grand..... .35 .90 3.50

ORANGE SHADES

	PRICES—Each Three Doz.			PRICES—Each Three Doz.		
FRECKLES — (Bill's Origination) (Prim) Reminds one of the proverbial freckle faced boy and just as full of pep. The color is practically an orange salmon with the pazeley effect. Large open flowers, and a sure bloomer. The children are particularly fond of this one. (Per 100, \$7.50)	.10	.25	1.00	low in throat with heavy feather of brownish red....	.25	.65 2.50
ALTAIR — (Kunderd) (Prim) Extra tall, finest salmon saffron. An entirely new shade and very beautiful. Early. (Per 100, \$13.50).....	.20	.50	2.00	ROSALIA —(Kunderd) (Prim) Magnificent yellow blushed orange. Lower petals golden yellow. Another of the good ones. (Per 100, \$17.50).....	.25	.65 2.50
ALICE TIPLADY —(Kunderd) (Prim). One of the best varieties yet developed in the Primulinus. Soft, orange saffron shade. Extra fine. (Per 100, \$15.00).....	.25	.65	2.50	AUTUMN TINTS — (Bill's Origination) (Ruffled) A combination of true Autumn tints. Strong, straight spikes of large ruffled flowers. Yellow ground overlaid with pink. Strong throat blotch of orange scarlet.50	1.25 5.00
COPPERHEAD —(Bill's Origination) (Prim) Tall, straight slender stalks of medium size flowers, hooded, winged and frilled. Distinct copper tint being an entirely new shade. The general color is coral red shaded to Antimony yellow				GLADDIE BOY —(Bill's Origination). The acme of perfection. Large, strong, buxom spikes of well opened flowers. Upper central petal slightly hooded with two side petals standing well open. Slight ruffle, many blooms open at a time. Empire yellow ground very heavily veined with grenadine red. An extremely striking flower and excellent for exhibition. Made a hit at the A. G. S. Show in Rochester	10.00	25.00

SALMON PINK SHADES

ANGOLA — (Kunderd) (Prim) A fine tall very early salmon pink. (Per 100, \$6.00).....	.10	.25	1.00	orange salmon with many blooms open at once. Beautifully marked. (Per 100, \$15)	.25	.65 2.50
ALBION — (Kunderd) (Prim) Delicate soft salmon rose pink. Just the thing for table and house decoration; also a wonderful variety for landscape work as it will always stand erect if properly planted. (Per 100, \$9.00).....	.15	.40	1.50	ARBITRATION (Bill's Origination). Salmon pink semi-primulinus with large florets well opened. Extra strong vigorous grower35	.90 3.50
ELFIN — (Bill's Origination) (Prim). General tone is saffron pink, melting away to Maise yellow in the throat with delicate feather of nopal red. A dinner table decoration of Elfin at A. G. S. show in Rochester constituted one of the most effective displays at the show and caused much favorable comment. (Per 100 \$15.00).20	.50	2.00	ELEGANT BEAUTY — (Kunderd) (Prim). Large ruffled salmon blooms. Excellent for cutting35	.90 3.50
FULVA —(Bill's Origination) Large and straight with blooms set close, making a handsome spike. The color is grenadine pink with lemon yellow dashes on lower petals. (Per 100, \$17.50).....	.25	.65	2.50	PRIMUNELLA — (Kunderd) (Prim). Large ruffled beautiful orchid like flower of light salmon rose. One of the finest of this type. (Per 100, \$30.00)50	1.25 5.00
ANAMOSA —(Kunderd)(Prim) Very large, extra tall, finest				THE ARISTOCRAT — (Bill's Origination). This is a true Aristocrat among the hundreds of new ones. Large strong massive spikes of most delicate coloring. A pale saffron pink flaked deep orange with cream throat and very distinct violet feather. Slightly ruffled and extra large. Several flowers open at a time. The very best we have to offer. Not over three to a customer.....	10.00	25.00

LAVENDER AND BLUE SHADES

	PRICES—Each Three Doz.				PRICES—Each Three Doz.		
BARON HULOT. Not very large, but that violet blue color at a moderate price. Order a dozen. (Per 100, \$7.50)15	.40	1.50	with broad petals of good substance. This will be in demand by florist trade as soon as it becomes known. Be sure to give this a trial.....	2.00	5.00	20.00
HERADA—(Austin). A glistening, clear lavender, known as Mauve shade. This has become a favorite.....	.20	.50	2.00	BETTY BUNCE—(Bill's Origination). Pale lilac lightly flaked phlox purple. Creamy throat with delicate lines of true purple. Tall and straight with large flowers of excellent substance	2.00	5.00	20.00
BLUE ISLE (Kunderd). After trying many lilac blues, we kept this one as being the best. It gives just the touch of color you want in your garden in mid-summer.....	.35	.90	3.50	NACOOMEE—(Bill's Origination). The name given this variety is an Indian name meaning "Handful of flowers." One spike is surely a handful or even a whole bouquet. The general tone is a lavender pink, with various shades and tints.....	3.00	7.50	
VIOLET GLORY—(Kunderd) (Ruffled). A big, strong, sturdy ruffled violet blue. One of the best ruffled varieties50	1.25	5.00	ELSYANNA—(Bill's Origination). Named in honor of the finest girl I know. Any more would be telling. Tall, graceful, strong, the most beautiful lavender pink or orchid shade with delicate cream throat. Many blossoms open at once. The Queen of Glads! Equally majestic either in the house or garden. Exhibition quality. Stock very limited. Withdrawn from sale one year...	—	—	—
GREGOR MENDEL — (Bill's Origination). A new shade in Gladioli. A pure self color of Eupatorium purple. Good grower and dependable variety50	1.25	5.00				
OPALESCENT—(Bill's Origination). Wonderful spikes of very large pale rose lavender. A pure self color with soft lilac throat lines. A vigorous grower with excellent foliage and strong, straight bloom stalks. Flowers well placed							

ROSE SHADES

CURLY KID—(Bill's Origination) (Ruffled Prim). One day a gentleman, in looking them over, discovered this one and remarked, "Here is one with curly hair." Hence the name. One of those very ruffled and curled Prims of medium size and very early. Color is Geranium pink with yellow throat and carmine feather.....	.15	.40	1.50	blooms of pure, deep rose pink40	1.10	4.00
1910 ROSE—(Kunderd). Pure rose shade with white central line on lower petals. An extra fine variety for florists. Very popular on the Chicago and other western markets. (Per 100, \$8.00).....	.15	.40	1.50	GLORIA—(Bill's Origination). Extra tall, strong and straight. Rose doree shaded to geranium pink in the throat. A light yellow zone on lower petals. Extra fine for florist trade.....	.50	1.25	5.00
I R E N E—(Bill's Origination) Large open flowers of begonia rose with beautiful large velvety throat blotch of deep carmine. Striking flower	.25	.65	2.50	COLLEEN — (Bill's Origination). A fine, delicate, light airy type of flower. Light rose shaded to nearly white, deep in the throat. The lower petals have strong central lines of dahlia carmine drawn across a zone of very light yellow50	1.25	5.00
E. J. SHAYLOR—(Kunderd) (Ruffled). Large ruffled				PARADER — (Bill's Origination). Very soft begonia rose flaked scarlet red. Heavy scarlet throat blotch bordered with zone of Pinard yellow. Strong, straight spikes with several flowers open at a time.....	.75	2.00	7.50

ROSE SHADES—Continued.

	PRICES—Each	Three	Doz.		PRICES—Each	Three	Doz.
EVANGELINE —(Bill's Origination). Large, well expanded flowers of Spinel pink with distinct carmine feather on straw yellow throat. A combination of new shades...	1.00	2.50	10.00	HUMDINGER —(Bill's Origination). Extra large heavy massive blooms of Begonia Rose flaked with scarlet. Beautiful throat marking of scarlet red. Flowers well expanded and 5 to 7 inches across. Heavy petals of great substance	3.00	7.50	
LIGHT PINK VARIETIES							
AMERICA . Very light lavender pink. Usually referred to as an orchid shade. The most popular variety in existence. (Per 100, \$3.00).....	.10	.20	.75	MATTHEW CRAWFORD — (Kunderd). Creamy pink, very massive and showy....	.75	2.00	7.50
LOVERA —(Bill's Origination) Beautiful soft shrimp pink with Picric yellow throat. Dainty carmine lines on lower petals15	.40	1.50	VANITY —(Bill's Origination) (Prim). An extraordinary Primulinus hybrid. Very large blooms on massive stalks four feet or more in height with 7 to 9 flowers open at a time. La France pink flushed over cream ground with stippling of hermosa pink on cream yellow throat. Open, winged flowers with petals reflexed at the tips. Often referred to as the apple blossom pink primulinus75	2.00	7.50
HOLCOMB — (Bill's Origination). Strong, vigorous grower with thick petals, large flowers and several open at once. LaFrance pink heavily flaked Begonia rose, with yellow dash in the center of petals25	.65	2.50	DELIGHT — (Bill's Origination) (Ruffled). A large, stocky open ruffled flower with pointed petals. Venetian pink with creamy white throat. Several open flowers on a spike give a massive shaggy appearance.....	.75	2.00	7.50
BUDDY — (Bill's Origination) (Prim). LaFrance pink, flaked geranium pink. Throat of martius yellow with lines of Pomegranite purple.....	.25	.65	2.50	THEDA — (Bill's Origination) Extra early. Large flowers of of shrimp pink gradually shading to pinard yellow in the throat. Small pansy violet lines on lower petals. This is a real acquisition for any garden and being extra early is sure to become very popular. Not over three to a customer	1.00	2.50	
DIXIE MAID —(Bill's Origination). Pale Hermosa pink flaked Begonia rose. Small Picric yellow throat blotch. Very dainty and beautiful...	.25	.65	2.50	QUAKER MAID —(Bill's Origination). Soft lavender pink with delicate feathery throat markings. Tall and strong with many flowers open at a time. Fine for the florist cut flower trade.	1.00	2.50	10.00
GEORGIANNA —(Bill's Origination). Extra good late bloomer. Light eosine pink with delicate throat of spinal red. Large flowers of good substance35	.90	3.50	FASTIDIOUS —(Bill's Origination). Very large open flowers of delicate shell pink shaded to ivory white in the throat. Very airy and graceful. One of the fine new Glads. Attracted much attention and admiration at the A. G. S. Exhibit in Rochester..	1.00	2.50	10.00
MONONA —(Bill's Origination) (Prim). Extra fine large and strong. Pale flesh color shaded to pale yellow in the throat. Very pleasing soft colors.35	.90	3.50	VENUS — (Bill's Origination) Tall, vigorous, large creamy			
THE PELICAN —(Bill's Origination). No one can appreciate the peculiarly attractive style of The Pelican, without having seen it. The upper central petal resembles a pelican's pouch inverted. The other two upper petals stand well apart while the three lower petals are small. The type is entirely new and extremely pleasing. Color is jasper pink spread over a background of chatenay pink. Two lower central petals are Naples yellow50	1.35	5.00				

LIGHT PINK VARIETIES—Continued.

PRICES—Each Three Doz.

PRICES—Each Three Doz.

flowers, overlaid with a flush of pink. Soft and delicate shades. Not over three to a customer	1.50	4.00		throat. Both produce wonderfully strong full spikes of blooms and make a superb combination. Not more than three to a customer.....	3.00	7.50
PRIORITY — (Bill's Origination). Tall, straight and strong. Large open flowers. Color is Venetian pink, shaded darker toward the tips. Faint central lines and feather of deep rose pink. Wonderful large, airy, delicate variety of almost self color. A sure winner.....	1.50	4.00	15.00	ROBINHOOD —(Bill's Origination). Immense massive blooms of LaFrance Pink, tipped and flaked with scarlet. Strong feather of Amaranth purple in the throat. Extra strong and vigorous grower	5.00	12.50
LANCELOT & ELAINE —(Bill's Origination). In Tennyson's "Idylls of the King" two characters are portrayed. LANCELOT, the lordly knight, and ELAINE, the lily maid of Astalot. LANCELOT, a tall robust livid pink, stands forth to dispute all claims to garden chivalry; wonderfully strong and beautiful. ELAINE, the Fair and Lovable, a beautiful lily white with faint lilac veins at the				SONNENBERG —(Bill's Origination). Named in honor of the wonderful Sonnenberg Estate located in Canandaigua. Massive spikes of creamy pink lightly flaked with lavender pink. The pink shades melt away to a soft yellow in the throat. Magnificent for exhibition or cut flower purposes. Withdrawn from sale one year.		
				BREAK-O'-DAY —(Bill's Origination). For description and illustration see page 1...	25.00	

DEEP PINK VARIETIES

PANAMA . Large, strong rose pink; very popular. (Per 100, \$5.00)10	.25	1.00	MORNING STAR —(Bill's Origination) (Prim). A beautiful jasper pink, six pointed, star shaped flower with a twinkling yellow throat. Wonderful carmine feather spread over the yellow. Extra strong grower and usually sends two or three stalks from each bulb. Rather early and dependable in any kind of weather. Don't miss including it in your order. (Per 100, \$15.00)25	.65	2.50
MRS. FRANCIS KING . A large open brilliant flame pink. (Per 100, \$4.00).....	.10	.20	.75	TROJANA —(Bill's Origination) Large open flowers of soft geranium pink daintily flaked with begonia rose. Bright scarlet lines on pale yellow throat35	.90	3.50
PEACHBLOW (COWEE) . A very delicate soft pink of medium size with many florets opening at a time. Wonderful for table and house decoration. Grow it in quantity for house bouquets. (Per 100, \$8.00)15	.40	1.50	CHICADEE — (Bill's Origination). Very dainty and airy. An extra early variety of merit. Eosine pink with light yellow blotches on lower petals. Slightly hooded and winged with side petals reflexed35	.90	3.50
GRETCHEN ZANG —(Austin) Large, sparkling blooms of soft pink. A winner at all Flower Shows. (Per 100 \$9)15	.40	1.50	CAPTAIN JINKS (Bill's Origination) . Geranium pink with pinard yellow throat blotches, and lines of spectrum red on lower petals. Extra strong grower.50	1.25	5.00
EVELYN KIRTLAND (Austin) . Very tall, straight and graceful shell pink shading to rosy pink at the edges. Fine. (Per 100, \$12.00).....	.20	.50	2.00				
ADELLE —(Bill's Origination) (Prim). Strawberry pink shaded to lemon yellow in the throat. (Per 100, \$15.00).20	.50	2.00				
SPRING MAID —(Bill's Origination). Geranium pink with large striking creamy center. Triple lines of oxblood red in the throat. A beauty and a winner!25	.65	2.50				

DEEP PINK VARIETIES—Continued.

	PRICES—Each Three Doz.				PRICES—Each Three Doz.		
MONALIZA —(Kunderd) (Ruffled). Magnificent pale soft rose pink. Many open at a time.....	.50	1.25	5.00	tips with delicate but distinct feather of spinel red. Very tall, straight, early, hooded and winged, and slightly ruffled.75	2.00	7.50
MODEST MAID —(Bill's Origination) Semi-Primulinus hybrid with frilled edges. Straight and strong. Soft Jasper pink shading to Naples yellow in the throat with feather of Indian lake..	.50	1.25	5.00	PIPPIN —(Bill's Origination) Soft plush eosine pink flowers of large size on tall, straight stems. Neat feather and stippling of Eugenia red on cream throat. Very strong grower and a wonderful flower. One of the best and very prolific.	1.00	2.50	10.00
FLORENTINA —(Bill's Origination). Tall and strong with many extra large flowers open at once. Soft pink with maroon silvered throat. Extra fine.75	2.00	7.50	BEATRICE & DANTE —(Bill's Origination) (Prim). Something entirely new! Appearance and texture reminds one of soft crepe paper. Tall, graceful stalks with well opened slightly hooded and frilled blossoms. BEATRICE is eosine pink laid over cream ground while DANTE is light mallow purple laid over cream. These colors are veined over the cream in such a way that the surface has a crinkled effect	1.00	2.50	10.00
ROMULUS —(Bill's Origination). Very large jasper pink shaded to jasper red and flaked with spectrum red. A fine soft combination.....	.75	2.00	7.50	BLUSHING BRIDE —(Bill's Origination). Large flowers—robust grower and in coloring effect a distinct novelty. The blush of eosine pink and begonia rose is across the center of the petals while the ground color of hermosa pink shows clearly at the center of flower and at the tips of petals.....	2.00	5.00	
PROPHET —(Bill's Origination). Large graceful open blooms of pure geranium pink with feather and strong lines of nopal red in throat. Vigorous grower75	2.00	7.50				
CAMEO —(Bill's Origination) (Prim). One of the finest Primulinus hybrids yet produced. The soft dainty shades seen in an expensive Cameo. Upper petals La-France pink over cream ground with deeper shade on back of petals. The lower petals are Martius yellow shaded off to cream white at							

SCARLET VARIETIES

INTENSITY —(Groff). A bright scarlet with silvery throat markings of white. Great for mass plantings. (Per 100, \$6.00).....	.10	.25	1.00	ter. Very striking and attracts much attention.25	.65	2.50
SCARLET PRINCEPS —(Kunderd) A massive showy spike of large bright scarlet flowers. Many open at a time. A great improvement on the old Princeps. (Per 100, \$15)	.20	.50	2.00	HIS MAJESTY —(Bill's Origination) (Prim). I almost named this "His Satanic Majesty" as that is what the color suggests. Very rich, deep velvet scarlet.....	.25	.65	2.50
TIGER ROSE —(Bill's Origination) (Ruffled Prim). Medium height, hooded, winged and ruffled hybrid. Peach red shaded to velvet scarlet on petal tips. Very striking broad carmine line and feather on pale yellow throat. The throat marking suggests the name Tiger. Extra fine!	.25	.65	2.50	FIRE RIBBON —(Kunderd) Tall, straight, with many blooms open at a time. A long, fiery brand of glowing red. Exceedingly rich and showy50	1.25	5.00
ZEALOT —(Bill's Origination) (Prim). A velvet scarlet with yellow medial dashes in cen-				NORWALK —(Bill's Origination). Named after the charming little City of Norwalk, O., where it first came into bloom. Large open flowers well placed on a strong straight stem. Deep scarlet with large yellow throat. Petals are pointed, slightly waved and a faint tinge of blue on the borders	.50	1.25	5.00

SCARLET VARIETIES—Continued.

	PRICES—Each Three Doz.				PRICES—Each Three Doz.		
YANKEE BOY & GIRL — (Bill's Origination). The two Yankees are quite similar except that the girl is better looking. Both are a rich, velvety fiery scarlet. Good size flowers with pointed petals. Yankee Girl is shaded lighter at the petal tips and has a slight ruffle.50	1.25	5.00	RED JACKET — (Bill's Origination) Large flaming scarlet flowers, borne on tall, straight stalks. An excellent keeper with slightly ruffled petals. Named after the celebrated Chief of the Seneca Indians who founded the village of Canandaigua where this warrior flower was produced.	2.00	5.00	
ROBUSTO — (Bill's Origination). Soft peach red flaked with scarlet and velvet scarlet lines in the throat. Have measured spikes 28 inches from the first flower to tip of buds with 24 buds on the main stalk and others on the side branches.	2.00	5.00		MYRON — (Bill's Origination) Named after a young Ohio farmer who is a regular "go-getter." He always admired our red ones. This is a rich velvet spectrum red, shaded to begonia rose at tips of petals. Large open blooms. Well placed on strong stalks	2.00	5.00	20.00

DARK RED VARIETIES

BLACK PANSY — (Kunderd) Beautiful rich dark red with pansy like throat. One of the very dark ones.20	.50	2.00	FIREFLY— (Kunderd) (Prim). Extra early. Bright richest velvety deep scarlet.15	.40	1.50
KOKOMO— (Bill's Origination) Rich velvety shade of pomegranite purple with large striking throat blotch of light yellow. Dainty carmine lines across the yellow blotch on lower petals. Entirely different shade than anything else in my collection. Nearly every bulb sends two or three bloom stalks. First shoots bloom rather early and other shoots keep coming on at intervals. A row of these gave me flowers for two months. A wonderful variety for landscape decoration. (Per 100, \$12.00).....	.25	.65	2.50	PURPLE GLORY— (Kunderd) (Ruffled) Largest of the ruffled varieties. Massive heavy spikes of deep velvety maroon red with almost black throat blotches75	2.00	7.50
CARMINE KID— (Bill's Origination) (Prim). Medium size flowers of beautiful rich carmine with creamy stippling in the throat. Several flowers open at a time. Very prolific and should be planted in quantities for landscape effect. (Per 100, \$15.00).....	.25	.65	2.50	ERMINIE— (Bill's Origination) (Prim). Another new shade in the Primulinus. Aster purple flaked Amaranth purple25	.65	2.50
JASPER — (Bill's Origination) A sturdy, strong grower with large well placed open flowers of Jasper red with waved petals. Very heavy distinct feather of velvety Amaranth purple spread over beautiful light zones of clear yellow. Early and prolific..	.75	2.00	7.50	NOBILIS— (Bill's Origination) One of those rich velvet deep reds. It does not fade in wet weather, as most others of this type do. Ridgeways Color Chart calls it Amaranth purple. Many massive frilled flowers open at a time. Excellent keeper when cut for decoration	1.00	2.50	10.00
				CANANDAIGUA RED— (Bill's Origination). Winner of 1st Prize for best new seedling at A. G. S. Show, 1921, at St. Thomas, Ont. A solid self color of red shade slightly lighter than true carmine. Among the thousands exhibited at St. Thomas there were none of this same shade. Strong grower, large massive spikes, wonderful individual flowers. A stunning acquisition to the red class. Not over three to a customer	10.00	25.00	

DARK RED VARIETIES—Continued.

	PRICES—Each Three Doz.				PRICES—Each Three Doz.		
RUBELLA—(Bill's Origination) A deep velvet Amaranth purple. Wonderful rich shade. Nice, straight spikes with well placed florets. Petals are reflexed, giving added beauty to the flower. One of the best50	1.25	5.00	DARWIN—(Bill's Origination) (Prim). A new shade in the Primulinus hybrids. Tall, straight stalks with good size blooms of pure aster purple. Slight throat marking of pomegranite stippled with cream. (Per 100, \$25.00)	.35	.90	3.50

NOVELTIES

ACHILLES — (Bill's Origination) (Prim). Very large Rosolane pink, flaked with spinel pink. Feather in throat of spinel red. A new color combination in the Primulinus type.25	.65	2.50	NOKOMIS—(Bill's Origination) (Ruffled). Colors are suggestive of the American Indian race. Hence the name Nokomis. Flame scarlet flaked mahogany at tips. Lemon yellow medial lines. Strong, large, ruffled flowers and an entirely new combination50	1.25	5.00
PRIM PICOTEE—(Bill's Origination) (Prim). A very unusual primulinus hybrid with picotee edge of yellow bordering all petals. Center of the petals are brilliant red..	.25	.65	2.50	TANGERINE—(Bill's Origination) (Prim). Tall, graceful primulinus of good size. Naples yellow heavily flaked with spinel red. A wonderful combination35	.90	3.50
ADRIATIC—(Kunderd). Deep smoky wine blue, with blue and red throat. Extraordinary and beautiful. Try it. (Per 100, \$22.00)35	.90	3.50	CARMALETA—(Bill's Origination) (Ruffled). Tall and strong with pointed petals. Velvet scarlet shaded to scarlet red at the tips. The ruffled edges have a decided smoky tint. Strong central lines of rich pomegranite purple. Wonderfully striking combination of colors. Large flowers, several open at a time	2.00	5.00	
ARISTOTLE—(Bill's Origination) (Prim). Very tall, straight, vigorous. Light jasper red heavily veined over salmon buff ground. Extra fine.35	.90	3.50	CHAMELEON — (Bill's Origination). The little chameleon is noted for its changing color. This variety resembles the chameleon in that the color changes at each slight turn in the sunlight. Reminds one also of a delicate changeable silk with soft melting shades of lilac, purple, violet and orange which blend together perfectly. Slightly ruffled petals, good substance and excellent grower. An unusual exhibition variety	2.00	5.00	
COLORS — (Kunderd). Deep dark wine maroon, with lower petals covered with rich velvety dark red. Mottled and flaked cream. (Per 100, \$22.00)35	.90	3.50				
ROMANCE—(Kunderd). Hard to describe. Large, orange, salmon rose, red and yellow throat. Wine blue bordered petals. (Per 100, \$35.00)50	1.25	5.00				
BALKAN PRINCESS—(Bill's Origination). A new combination of Mediterranean colors. Cornelian red shaded to apricot orange at the center. Flaked and tipped with faint smoky blue. Striking yellow dash on lower petals. Large flowers of good substance...	.50	1.25	5.00				

EXTRA LATE HYBRIDS

	PRICES—Each Three Doz.				PRICES—Each Three Doz.		
ARCADIA —(Kunderd). One of the late blooming hybrids. Planted in May it blooms in September. Soft red shade with beautiful throat markings. (Per 100, \$10.00).....	.15	.40	1.50	QUARTINIANUS — Latest of all. Will stand some frost. Blooms from middle of October until freezing weather sets in.15	.40	1.50
ARCOLA — (Kunderd). Does not begin to show buds until late in September. Blooms the first part of October. Bright red shade with yellow markings. (Per 100, \$10.00)15	.40	1.50	WARRIOR — (Bill's Origination). Deep velvet maroon with yellow medial dashes. Robust and strong with large well expanded blooms. Planted in May it does not bloom until late September. Unequaled for an extra late dark red.	5.00	12.50	

SERRATA

Wonderful New Gladiolus with Serrated or Notched Petals

SERRATA—(Bill's Origination)—This is an entirely new type with the petals serrated or lacinated on the edges. This type first appeared among my seedlings in 1919 and through careful breeding I now have many others to offer in the future. The flowers are of good size and a clear cream color. Besides its own unique beauty it is valuable to the breeder for producing others of this same type. Strong, healthy grower, good seed producer and multiplies well. Each, \$15.00.

GLORIOUS MIXTURE

This is all colors and types. Bulbs of many high priced varieties are included. In lots of 100 we guarantee to send at least 20 varieties.

25 buibs—\$1.00 100 bulbs—\$3.50

PRIMULINUS MIXTURE

All the soft delicate shades of the beautiful dainty Primulinus type. Mixture contains many of the best varieties grown.

20 bulbs—\$1.00 100 bulbs—\$4.00

ONE DOLLAR COLLECTION

For \$1.00 we will pack and ship, all correctly labeled, fifteen excellent varieties of our selection. We will pack and ship these collections about April 15th, using varieties of which we have the largest quantities on hand regardless of price. Value, if you selected them, would be from \$2.00 to \$4.00.

SPECIAL DISCOUNTS

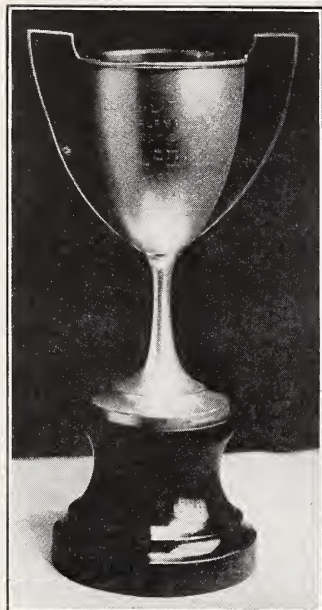
If you order amounts to \$10.00 or more, you are entitled to the following reductions:

For \$10.00 cash, you may order \$11.00 worth of bulbs									
“	15.00	“	“	“	“	17.00	“	“	“
“	25.00	“	“	“	“	29.00	“	“	“
“	50.00	“	“	“	“	60.00	“	“	“
“	75.00	“	“	“	“	90.00	“	“	“
“	100.00	“	“	“	“	125.00	“	“	“

BEST VARIETIES FOR LARGE LANDSCAPE PLANTINGS

Lucette (White)	Albion (Salmon)	Peachblow (Pink)
Mary Pickford (Cream)	Herada (Mauve)	Intensity (Scarlet)
Schwaben (Yellow)	Baron Hulot (Violet Blue)	Kokomo (Dark Red)
Alice Tiplady (Orange)	1910 Rose (Rose)	Carmine Kid (Carmine)
	America (Light Pink)	

OUR TROPHIES



Loving Cup Donated by
Club of Little Gardens
Kalamazoo, Mich.

Donated By
CLUB OF LITTLE GARDENS
Kalamazoo, Mich.

A. G. S. Show, 1923, Rochester, N. Y.

For the finest display of Gladioli arranged for artistic effect.

Won with 60-foot table of BILL'S ORIGINATIONS.

HARRY L. DAVIS CUP

A. G. S. Show, 1923, Rochester, N. Y.

For best display Primulinus varieties disseminated in and since 1920.

Won with the following:

Honey Boy	Floral Triumph
Floral Tribute	Pirate Gold
Modest Maid	Darwin
Starlight	Van Sion
Colleen	Dignity
His Majesty	Aladdin



Harry L. Davis Cup
A. G. S. Show, Rochester, N. Y.
1923

JOHN C. DAVIS CUP

A. G. S. Show, 1923, Rochester, N. Y.

For best display of Gladioli disseminated in and since 1920.

Won with the following:

Trojana	Gladdie Boy
Chameleon	Humdinger
The Aristocrat	Milady
Evangeline	Elaine
Galaxy	Bambino
Robusto	Opalescent

SPECIAL RIBBON

Flower Show of Garden Club,

Hazleton, Pa., 1923

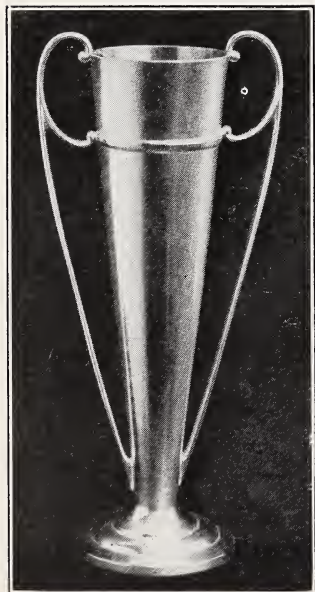
Won with OPALESCENT.

HONORABLE MENTION

A. G. S. Show, 1923, Rochester, N. Y.

Gladiolus of recent introduction which in the opinion of the judges will prove more desirable as a market flower.

Won with BETTY JOY.



John C. Davis Cup
A. G. S. Show, Rochester, N. Y.
1923



Special Ribbon
Flower Show of Garden Club
Hazleton, Pa., 1923

SPECIAL COLLECTION OFFERS

COLLECTION "A"

Hydra	Mrs. Francis King
Honey Boy	Peachblow
Freckles	Morning Star
Albion	Intensity
Angola	Kokomo
Baron Hulot	Adriatic
1910 Rose	Arcola
America	Quartinianus
Adelle	

Total Value.....\$2.80
Special Price..... 2.00

COLLECTION "B"

Lucette	Irene
Lemon King	Georgiana
Rita	Trojana
Gold Drop	Scarlet Princeps
Alice Tiplady	Carmine Kid
Copperhead	Darwin
Anamosa	Colors

Total Value.....\$3.90
Special Price..... 3.00

COLLECTION "C"

Purity Prim	Colleen
Mary Pickford	Chicadee
Golden Glory	Modest Maid
Rosalia	Norwalk
Primunella	Romance
Gregor Mendel	Evelyn Kirtland

Total Value.....\$5.00
Special Price..... 4.00

COLLECTION "D"

Jasper	Prophet
Sibyl	Purple Glory
Gloria	Parader
Vanity	Milady
Cameo	

Total Value.....\$6.25
Special Price..... 5.00

COLLECTION "E"

Starlight	Pippin
Opalescent	Beatrice
Fastidious	Dante
Priority	

Total Value.....\$8.50
Special Price..... 7.00

COLLECTION "F"

Any 8	\$.15	varieties	\$1.00
" 9	.20	"	1.50
" 10	.25	"	2.00
" 9	.35	"	2.75
" 9	.50	"	4.00
" 6	.75	"	4.00
" 6	1.00	"	5.00
" 6	2.00	"	10.00

THESE OFFERS NOT SUBJECT TO SPECIAL DISCOUNTS ON PAGE 13



NEW STORE HOUSE

The above illustration will give you some conception of our storage facilities. Much of the vitality in Gladiolus bulbs is sometimes lost through improper curing and storing.

The upper portion of this building is especially designed for thoroughly curing the bulb crop when harvested through the proper application of heat and correct ventilation.

The basement is built of solid concrete, frost proof and is maintained at proper humidity to keep the bulbs in plump and vigorous growing condition.

Bill's Glad Farms

Canandaigua, N. Y.

FREE PREMIUM COUPON

We have set aside a quantity of fine BULBS TO BE GIVEN FREE as premiums for prompt orders. Early orders relieve the rush later on, enabling us to give better service.

You will be entitled to PREMIUM BULBS if you return this order sheet with your remittance before FEB 15 1924

SEE OTHER SIDE FOR CLUB OFFER

CLUB OFFER

If you will send in two other orders for your friends or neighbors, each order of the same value as yours, you may have your own order at **HALF PRICE**.

Give us the full name and address for all three orders, enclose the entire amount to pay for them and we will pack and ship them to each party separately.

SEE OTHER SIDE FOR PREMIUM COUPON

CULTURAL DIRECTIONS

Unpack the bulbs as soon as received and keep in a cool dry cellar until ready to plant.

Any good garden soil will answer but do not use any fresh manure in the spring. If fertilizer is required apply barnyard manure the previous fall or use bone meal in the spring.

WHEN TO PLANT: In central New York the best time to plant is from May 1st to 15th, when the weather has become settled. If you are further south plant earlier. A good plan is to plant when Maple trees begin to open their leaves. For later flowers you may plant at various periods up to the 4th of July.

HOW TO PLANT: The general method is to plant in rows anywhere from 1½ feet to 4 feet apart, depending on the method of cultivation to be employed. Dig a trench 5 inches deep and 2 inches wide at the bottom. Place the bulbs on the bottom of the trench, 3 inches to 5 inches apart, and then fill the trench level full with soil. Deep planting and close planting both help the plants to stand erect at blooming time. We never have to tie them to stakes in our fields.

WHERE TO PLANT: They will bloom if planted most anywhere. They will not be at their best if roots from large trees penetrate the ground where they are located. Remember that roots of trees reach out further than the branches. Neither will they be very happy planted against the house or porch. Out in the garden or in special beds is the place where they will flaunt their beauty to perfection. Plenty of air and sunshine makes them strong and sturdy.

WATER: If you wish you may water them in dry seasons but water thoroughly. Dig into the soil

after you think they are soaked and if the soil is not wet 5 inches give them still more water. Don't sprinkle a little every evening but give them a thorough soaking and then let them alone for a week.

CULTIVATION: Do it after every rain or watering. Keep the surface loose and don't let the weeds live on the moisture which belongs to the Glads.

DIGGING AND STORING: As the Maples begin to lose their leaves, lift the bulbs, cut the top off close to the bulb and expose to sunshine for two or three days. Then store in a cool dry cellar, 40° is best. In about three weeks you can remove the old bulb and roots with ease. Look your stock over and order more bulbs from "Gladiolus Bill" for next season. Also send him a Christmas bulb order for that friend who admired your flowers.

BLOOMING TIME: Go out in the garden early each morning and see the new ones with the dew on them. The fresh flowers always open early in the morning. The buds never open after noon. If you want them for house decoration cut them in the forenoon when two or more flowers have opened. Put in vases or baskets with fresh cool water. Give fresh water every morning, remove wilted flowers and cut about ½ inch off the stem. Given this care, every bud on the stalk will open in the house. They often last a week or more after they are cut. We hope you will mark the names of varieties when you plant them, so that you can call them by name when you see them. Give them a personality and you will enjoy them twice as much. Before you forget it, select those you like best and send in a new order at once for more of those varieties.

Send the order to

BILL'S GLAD FARMS, Inc.

Originators and Growers of Glorious Glads

CANANDAIGUA, N. Y.

